HIGHLIGHTS

Omnicom base steady, prospectus shows 1
Account gains have helped the three agencies planning to form Omnicom Group hold combined net revenue losses to only 2.2% since their intent to merge was disclosed last spring. But two of the agencies, Doyle Dane Bernbach Group and Needham Harper Worldwide, have lost major contributors to their profits.

Burger King shakeup may jolt JWT 1
J. Jeffrey Campbell's sudden resumption of day-to-day operating duties at Burger King Corp. has J. Walter Thompson USA braced for another twist in its tempestuous relationship with BK.

Madison Ave. raises 'Buy American' cry 3
The nationalistic marketing that started before the 1984 Summer Olympics and became ubiquitous during Liberty Weekend will be even more forceful this fall. This time, economic reality is the motivator behind Madison Avenue's call to "Buy American."

'Today' up, 'Journal' down in study 6
Last week's release of the 1986 Simmons Market Research Bureau Study of Media & Markets left executives at Dow Jones & Co.'s *Wall Street Journal* scratching their heads and put those at Gannett Co.'s *USA Today* in a state of near-euphoria.

Northwest flies with DFS 12
Northwest Orient Airlines' decision to ground Grey Advertising in the U.S. in favor of DFS Dorland Worldwide came after Grey presented what a Grey executive called a "controversial" image campaign and other sources called a "fumbled" presentation.

Schlitz keeps slinging the bull 26
The imagery may be changing but the bull crashes on in ads for Schlitz Malt Liquor. Stroh Brewery Co. last week began airing new tv and radio spots for the top-selling malt liquor.

Things settle down at LMS 48
Leonard Monahan Saabye, a hot shop that a few months ago learned the meaning of the phrase "seven-year itch," has survived its growing pains with new business and new hirings.

Agency execs pick the class of clients 60
Everybody talks about the bad guys, and the good guys get overlooked. To redress the imbalance, Advertising Age asked agency executives to name client-side people who make advertising fun.

FEATURES

Something special on the air 30
American Airlines takes to the airwaves today with a new round of dramatic, heart-tugging ads designed to lift the carrier above its competitors in the battle for business travelers.

Videos dress up 36
It used to be enough that fashion videos entertained. But fashion videos have grown up, and they're expected to earn their keep. The sales they generate are no less important than the image they create.

INTERNATIONAL

A startup for Saatchi 40
Add marketing consulting to the growing range of business services in which Saatchi & Saatchi is engaged. And add something else: A new startup, rather than an acquisition.

OTHER NEWS

In the heat of summer, when most people are outdoors ignoring tv, radio and other media, advertising recall wilted as measured by June's adWatch survey of top-of-mind awareness. Page 4.

Subaru of America is offering new Subaru car buyers a Visa credit card with a full-color picture of a vehicle as part of a new program. Page 22.

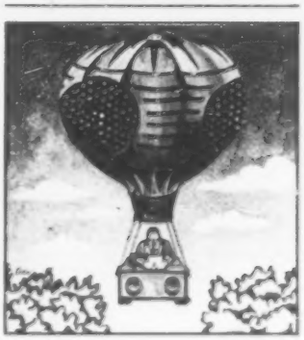
Young & Rubicam, the big winner in capturing accounts knocked loose by conflicts in merged agencies, is coming of age as a global agency. Page 24.

To hear Sanford Buchsbaum tell it, seven months ago he and Marvin Sloves were having lunch when Mr. Sloves, chairman of Scali, McCabe, Sloves, suggested Mr. Buchsbaum might find it an "opportune time" to form his own shop. Page 29.

Liquid Tide's reign as the leading liquid detergent has turned out to be short-lived. Lever Bros.' Wisk heavy-duty liquid laundry detergent proved its staying power as the No. 1 liquid detergent in the $1 billion liquid segment, pushing Procter & Gamble's Liquid Tide back to second place. Page 53.

Century 21 International has created an advertising-driven magazine to increase repeat business. It also joins other companies in making its client base available to other advertisers. Page 59.

SPECIAL REPORT



Expanded sections and zoned editions add weight to the newspaper advertising outlook. Local advertisers and new categories with smaller ad budgets, such as specialty advertisers, are finding a niche in the major daily papers' geographically zoned and special-interest sections. Special Report takes a section-by-section look at newspapers.

REGULAR FEATURES

ADVERTISING MARKETPLACE	55	FOR THE RECORD	63	PHOTO REVIEW	44
ADWHIRL	58	FORUM	18	PRESSTIME	8
AGENCY PEOPLE	62	GARFIELD/ON THE LOOSE	62	PROMOTIONAL AND DIRECT MARKETING	50
BACK PAGES	49	GLOBAL GALLERY	34	REGIONAL NEWS	46
BRADY	38	LETTERS	20	STREET TALK	53
BRADY'S BUNCH	49	MARKETING BY MAIL	50	T.N.T.-THE NEXT TREND	36
CON-SID-ERATIONS	17	MEDIAWORKS	42	U.S. NEWSWATCH	4
CORRECTIONS & CLARIFICATIONS	8	NAMES IN THE NEWS	29	VIDEOTECH UPDATE	45
CURRENTS	32	OBITUARIES	24, 63	WORDS	38
EDITORIAL	17	PARTING SHOT	38	WORLD NEWS ROUNDUP	3

Vol. 57, No. 41—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semiweekly the fourth week in March and the first week in September at 740 Rush Street, Chicago, Ill. 60611-2591. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. $1.50 a copy, $57 a year, $104 two years. Add $89 per year for air delivery to Europe & Middle East. Add $34 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; JOHN HUFFMAN, fulfillment director. DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207.

Fiber-based diet aids, like Schering Corp.'s Fibre Trim, are helping expand the $115 million appetite suppresant category as consumers use the naturally based product for dual purposes. Ogilvy & Mather, New York, is Fibre Trim's agency.

Natural fiber fills bill for diet aids, laxatives growth

By PATRICIA WINTERS and LAURIE FREEMAN

Fiber, the ingredient that last year helped boost sales in the ready-to-eat cereal market, now is rescuing two other categories from the doldrums—diet aids and laxatives.

Manufacturer sales in the $115 million appetite-suppressant segment, which dropped 10% in 1985, have grown 19% during the first six months of '86, and sales could top $175 million by yearend. The $125 million laxative category (in manufacturer dollars) is expected, meanwhile, to see 10% dollar growth after several years of showing no increases.

Analysts attribute gains in both categories to numerous new natural-fiber products. New-product introductions are expected to make diet aids one of the big growth categories on tv this year, as marketers follow Schering-Plough Inc.'s lead in investing $25 million to launch Fibre Trim.

The health and fitness trend is driving fiber's popularity, as consumers turn away from chemical additives and seek natural alternatives. Publicity about National Cancer Institute recommendations for a low-fat, high-fiber diet also have helped spark sales.

While consumers seem to be gobbling up fiber cereals because they are "good" diet additives, fiber laxatives and diet aids may be seeing growth simply because they are "not bad." The active ingredient in most nonprescription appetitite suppressants—phenylpropanolamine (ppa)—has generated some bad publicity in recent years.

Fibre Trim's introduction has sparked new competition from New York-based Thompson Medical's Fiber Full and other generic and private-label fiber products. Morris Plains, N.J.-based Warner-Lambert, also eyeing the category, is testing LiquiSlim fiber diet-

(Continued on Page 68)

West Coast news

Fox sets review

Fox Broadcasting, Los Angeles, will begin reviewing agencies as early as next month for a radio, print and promotion account. New Fox vp-advertising/promotion Dennis Fitch, formerly vp-advertising, ABC Entertainment, Los Angeles, said the review will begin after staffing of Fox's marketing department is complete. Budget is undetermined. FBC plans to name an agency in time to work on the October launch of "The Late Show with Joan Rivers," its first regular program.

Foster Farms, Livingston, Cal., has split with McCann-Erickson, San Francisco, its agency of four years, and put its estimated $5 million account in review, sources said. Contenders include Young & Rubicam, DFS Dorland Worldwide and Foote, Cone & Belding, Los Angeles. Vp-marketing David Spencer, who joined the poultry marketer this year (AA, Jan. 21), will hear presentations in early August.

Atlantis Dairy Products, Los Angeles, shifted its $1 million account to Mendelsohn/Zien from Matsumoto-Herzog, Los Angeles, after a review. The addition of new president Dudley Callahan led to the review, though Matsumoto won the account less than six months ago (AA, Feb. 24). Atlantis will introduce Bon Lait, a yogurt-like French cheese product, late this year.

Sebastiani Vineyards, Sonoma, Cal., hired Robert Carroll as group brand manager, from director of marketing, Mirassou Vineyards, San Jose, and William Reading as national sales manager, from a

U.S. NewsWatch

Marketing news from regional centers across the country

Sun-Times' new rule switches agencies

CHICAGO—The *Chicago Sun-Times*, purchased this month from Rupert Murdoch by publisher Robert Page and others, moved its $2 million account to Smith, Badofsky & Raffel from Campbell-Mithun. The switch followed WMAQ-TV's move of its $2 million account from SB&R to Grey Advertising. SB&R last year pulled out of the *Sun-Times'* review when it landed WMAQ's account.

DENVER—The **Denver Post** will publish its last edition of the 36-year-old Sunday supplement, *Empire*, on Aug. 24 because of declining ad revenues.

LAKELAND, FLA.—**Publix Supermarkets** introduced a new slogan, "When you expect more, Publix is your store," in radio spots last week. The first effort by new agency Louis Benito Advertising, Tampa, will be supported by a tv campaign in October. Publix plans to add five combination food/pharmacy stores this year.

SAN FRANCISCO—**Dole Food Co.** is testing Dole Pure 'n Light fruit juice in Rockford, Ill., supported by a 10-second tv spot created by

(Continued on Page 46)

ADWATCH

Ad awareness suffering from summertime blues

By JULIE FRANZ

In the heat of summer, when most people are outdoors ignoring tv, radio and other media, advertising recall wilted as measured by June's adWatch survey of top-of-mind awareness.

"None" was among the most frequent responses when consumers were asked to name the first ad that came to mind of all seen, heard or read in the previous 30 days.

Brands in eight of the 25 categories for which adWatch measures consumer awareness of advertising lost ground last month *(see chart, Page 59)*. No brand in any category significantly increased its share of first mentions.

Of the eight categories where a brand or brands registered statistically significant losses in consumer ad awareness, seven showed increases in the number of consumers who drew a blank when asked to name the first advertising that came to mind in various categories.

Two categories that saw the largest increases in the number of consumers who could recall no advertising were bread (up 7.1 percentage points to 48.1% of respondents) and cameras (up 5.2 points to 36.9%).

In soft drinks, where Coca-Cola and Pepsi continue to wage their battle to produce the most eye-catching and memorable ads, the number of no responses remained steady at 14%.

AdWatch is a joint project of ADVERTISING AGE and SRI Research Center, Lincoln, Neb. Ad awareness is measured by asking a nationally projected sample of consumers to name the advertising that first comes to mind—over-all and in a variety of product categories—from among all advertising seen, heard or read in the previous 30 days.

In June, 1,000 consumers were polled by telephone. Under adWatch methodology, an increase or decrease of 2.8 percentage points is considered statistically significant and attributable to more than sample variation.

June's 10 best recalled ads (without respondents being asked for a specific product category) were, in descending order: Coca-Cola, Pepsi-Cola, Miller/Miller Lite, Budweiser/Bud Light, Ford, McDonald's, Burger King, Jell-O, Toyota and AT&T. Even in answer to this question, where *any* tv, radio or print advertisement could be mentioned, more than 47% of those queried said no single ad immediately came to mind.

May's biggest gainer, Lever Bros. Surf detergent, slipped slightly last month in the detergent category to 3.3% of first mentions, tying the product for second with Lever's All. Surf is moving into national distribution.

Surf had been in ninth position in April when 1.8% of consumers surveyed named its advertising first. Its score peaked at 4.1% in May.

The following are last month's three best recalled advertisers for the remaining adWatch categories:

- **Airlines:** United (14.7% of first mentions); American (12.7%); TWA (9%). Eastern dropped three percentage points to move to fourth place from second in May.
- **Apparel:** Levi Strauss (8.7%); J.C. Penney (4.4%); Sears (4.4%).
- **Beer:** Budweiser (15.1%); Coors (11.3%); Miller (9.9%).
- **Breakfast foods:** Kellogg (7.3%); Wheaties (5.6%); Cheerios (4.4%). Cheerios' share of first mentions dropped 2.9 points, coinciding with a decrease in its media schedule, causing the brand to slip to third place from first place in May.
- **Bread:** Wonder (14.1%, down 2.9 points); Sunbeam (3.7%); Rainbo (2.5%).
- **Cameras:** Kodak (22.2%, down 3 points); Canon (14.1%); Polaroid (6.2%).
- **Cars & trucks:** Ford (22.2%); Chevrolet (13.6%); Toyota (7.5%).
- **Coffee:** Maxwell House (22.9%); Folger's (19.6%); Sanka (5.5%).
- **Computers:** Apple (23.9%); IBM (19.2%); other (6.2%). In a category normally packed with a variety of models from the big brands, "other" was the third most often mentioned brand in June, while Apple's share of first mentions dropped 4.6%. Commodore was fourth with 3.6% of first mentions.
- **Cosmetics:** Maybelline (5.6%); Avon (3%); L'Oreal 2.7%. L'Oreal zoomed to second position from the 12th spot in May on the strength of new print ads.
- **Credit cards:** VISA (29%); MasterCard (22.2%); American Express (14.1%). Both VISA and MasterCard fell slightly more than 3 points last month.
- **Home electronics:** General

(Continued on Page 59)

Because They Took Their First Steps On Sesame Street,

NCTV Fits Them Perfectly Today!

Finally, a television network just for college students... **National College Television.** NCTV is the only network delivering 100% college students. On 170 campuses. Coast-to-coast. Daily. And our enrollment of 1.6 million is growing at the rate of 88,000 a month.

CALL JON MARSHALL
to find out how NCTV will work for you.
212-206-1953

NCTV: the only television network one step ahead of the college market.

National College Television is a service of Campus Network, Inc.

Two For The Comfortable

It's nice to live comfortably in the country when you know how, are a little wealthy and appreciate traditional values. We've collected this audience for you in two magazines.

Country Journal

This is the how-to-do-it book for those who have the problems of the affluent country dweller without the troubles of the working farmer.

Early American Life

Traditional architecture, furniture, gardening, cooking, and crafts. For those restoring old homes or warming new ones with the flavor of our past. Many beautiful illustrations.

And There Is THE SOURCE

Every issue of both magazines carries this Reader Service Page of "where to get it" information that pulls hundreds of thousands of inquiries.

COMBINATION RATES AVAILABLE

For demos and other information, call Kathy Read, 717-657-9555

HTI
HISTORICAL TIMES, INC.
2245 Kohn Road/Box 8200
Harrisburg, PA 17105-8200

Publishers also of: American History Illustrated, British Heritage, Civil War Times Illustrated, Fly Fisherman, Opus, The New England Skiers' Guide, The Original New England Guide.

PROFESSIONAL SPEECH IMPROVEMENT

Foreign & Regional Accents Eliminated
Short Term Programs

Sam Chwat, MS, CCC-SP
New York Communication Center
(212) 242-8435
NY State Licensed Speech Pathologists

Special Report

Mitch O'Connell

Adding sections to capture readers, advertisers

By Gary Levin

Pick up the Sunday newspaper this week, and you're likely to get some exercise.

It's not that there's a barbell hidden inside. Rather, it's what newspaper analyst John Morton, of Washington's Lynch, Jones & Ryan, calls an "abundance of success," in the face of agency executives' dire predictions for newspapers as a national advertising medium.

Major metropolitan Sunday editions, and many weekday issues, are heftier than ever, filled with an ever-growing array of sections, free-standing inserts, magazine tabloids and coupons. The trend toward "sectionalization" is not new, but has accelerated dramatically in recent years.

The added weight also comes from increases in local advertising (up 4.1% in the first quarter of this year compared with the year-earlier period, according to the Newspaper Advertising Bureau, New York), which enables papers to add to and promote their Sunday editions almost like a network promotes its prime-time lineup, by "narrowcasting" sections. It's no longer simply news, sports, business and life-style sections, but also home, arts, science, fashion, auto and an array of suburban or zoned editorial news sections.

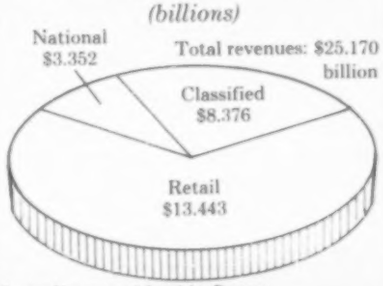
Because many of these sections offer geographically zoned ad opportunities, newspaper executives say they've been able to lure smaller, local advertisers and new categories with lower out-of-pocket costs. They also have attracted specialty advertisers—local furniture outlets with the home section, for example, or corporate image ads with weekly business tabloids—seeking to reach a well-defined, targeted audience

(Continued on Page S-2)

Unless otherwise noted, all circulation figures used in this Special Report are averages for the six months ended March 31, as reported to Audit Bureau of Circulations.

1985 newspaper ad revenues

(billions)



Source: Newspaper Advertising Bureau

Sections

(Continued from Page S-1)

more inclined to buy their products.

"Newspapers are traditionally a mass medium, but we think there's a class audience built into that mass," says Robert Hobson, marketing services director for Knight-Ridder Newspapers' *Wichita* (Kan.) *Eagle-Beacon*.

The danger of adding sections, Mr. Morton says, is the chance that readership of individual sections is reduced as consumers are drawn not only to competing media, but other sections as well.

"Some Sunday newspapers are so big they're getting to be formidable things to pick up and drag in the house," he says.

They will get even more formidable, according to the latest 1986 projections from Robert Coen, senior vp-director of forecasting for McCann-Erickson, New York. Mr. Coen says total newspaper national ad revenues should rise 4.5% this year, to $3.5 billion, while the NAB puts total newspaper ad dollars at $27.2 billion, up 8% from 1985.

Part of that increase should come from increased zoned advertising opportunities, which boost a daily's total linage figures. The *Chicago Tribune*, for example, since 1984 has offered eight weekly sections zoned to as many as nine regions of the metropolitan area.

"We've given [advertisers] a second vehicle, a complementary relationship. They'll buy a full-run ad in one section and two zones in another," says retail ad manager Dennis Grant. "The proliferation of zones has broadened the base of advertisers" to include more restaurants, theaters, hotels and amusement parks.

To open up opportunities for smaller advertisers, Hearst Corp.'s San Francisco *Examiner* in May launched "Epicure," an expanded food section zoned seven ways.

Other papers, however, have backed away from zoning. Times Mirror Co.'s *Denver Post*, which offered 13 zones in 1984, has none now. *Post* advertising director Steve Morris says the chain-dominated retail industry has led many to demand broader, less targeted coverage. He says although linage has dropped as a result, dollar volume has grown 15% over the past two years.

Many papers, however, need zoned editions to compete effectively with suburban papers, which "have enjoyed almost exclusive loyalty of local retailers," the *Tribune's* Mr. Grant says. "Newspapers cannot just live off the top 10 stores. They've got to get a broader base."

This emphasis on retail advertising—which accounts for 53% of total newspaper ad revenues, according to the NAB—comes at the expense of larger national advertisers. Big-name tobacco and liquor marketers have been stymied in their attempts to win favorable treatment from daily newspapers notwithstanding the premium prices they pay.

Despite the apparent potential of "narrowcast" sections such as home, food and science to attract them, these full-page advertisers say they have problems guaranteeing positions in sections.

"I've always taken the position that national advertisers should have the same shot at franchise positions as retail advertisers, particularly because of the higher costs we pay," says Robert Houghtlin, vp-media director on the Philip Morris account at Leo Burnett USA, Chicago.

Concedes Jerome Tilis, president and publisher of the *Detroit Free Press*, "The truth is that advertisers can't even be guaranteed a section, much less [one] juxtaposed with the same type of reading matter in all the papers they buy."

Industry executives say they're working on the problem. But by favoring retail accounts and charging "exorbitant" national rates, according to Richard Kostyra, exec vp-U.S. director of media services at J. Walter Thompson USA, New York, they further dissuade national advertisers. Newspapers command only 8% to 9% of all national ad dollars and 11.6% of total national consumer ad dollars, according to NAB.

Evening national and local ad rates haven't yet happened, and as Mr. Kostyra says, "I think single papers attempting to do something like that is very much like blowing in the wind. It requires an *en masse* move by media to readjust rates."

The industry's much-heralded 1984 adoption of the standard advertising unit system—now in use by 99% of the nation's newspapers—seems to have had little influence on national advertising.

"The move from newspapers is going to accelerate," Mr. Kostyra predicts. "I suggest that newspapers now are considered by national advertisers only for couponing or where specific [retail] locations are required, such as auto dealers."

Mr. Kostyra and other agency executives say rate differentials favoring retailers aren't the only issue turning national accounts away from metro dailies. "I can buy radio *and* tv in a given market for the cost of a four-color page," he says.

While newspaper marketers privately defend the national-local rate differential, saying they only reflect what the market will bear, some papers are experimenting with ways to close the gap. The *Eagle-Beacon*, for example, last February announced it would charge the same for national and local ads with a minimum three-time frequency, in a bid to increase Wichita's stature as a test market. But no ads sold on that basis have appeared.

"It's in their economic interest to reduce the differential, but until everybody's concerned enough to suffer short-term consequences, it won't happen," Mr. Morton says.

But newspapers are wooing national advertisers with other strategies, often including selling space against specific features. Mr. Morris at the *Denver Post* says he's just begun offering ad space on comics pages and near the well-read Ann Landers column. The *Post* also is promoting a small-space ad in stock tables for companies to publicize earnings or management changes directly beneath their stock quote.

On a national basis, Merrill Lynch has placed "hanging ads" above stock listings, and Philip Morris buys space for its Marlboro brand near Monday sports scores.

"It's an effective place to reach males," Mr. Houghtlin says. "In a sense we're using newspapers and stadium signs to replace the tv sports sponsorships we had in the '60s."

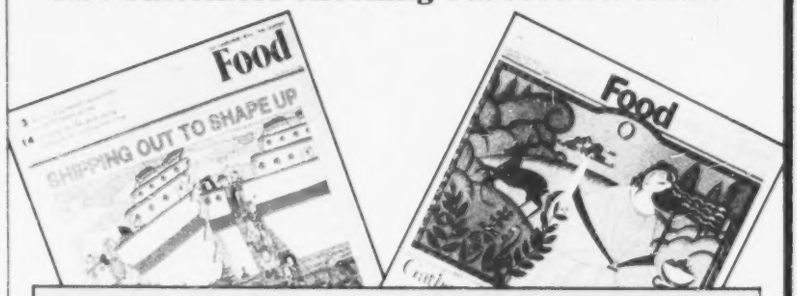
But scattered efforts to price and sell individual sections based on their ability to reach a particular target audience have met with little enthusiasm.

"There's not a long list of newspapers that have a fashion section that might appeal to a brand like Virginia Slims," Mr. Houghtlin says.

"Each paper is different enough from another that it's very difficult for national advertisers to look for enough sections to hit the target reader. Because of that, national advertisers end up in the same situation they've been in: They use newspapers for a high level of coverage in any market . . . to announce something or distribute [coupons]."

Instead, the agency executives suggest newspapers adopt a more aggressive pricing attitude, perhaps setting up a separate, discounted rate for package goods advertisers, who in recent years have shunned newspapers.

Are customers checking out food sections?



How often do you . . .?	(Per cent of respondents answering "pretty much every time") 1983	1984	1985	1986
look in the newspaper for grocery specials	52%	49%	41%	40%
use price-off coupons	38	39	30	39
compare prices at different supermarkets	30	29	27	25
go to supermarkets other than your principal one for advertised specials	13	12	10	9

Source: "Trends: Consumer attitudes and the supermarket," 1986 edition, Food Marketing Institute. Base equals 1,004 male and female supermarket shoppers across the U.S., surveyed in January, 1986.

Newspapers press toward the future

When network tv's audience shares began declining in the late 1970s, a few newspaper publishers' eyes lit up. If this keeps up, they chortled, they could wind up recapturing some of the ad dollars tv stole in the '50s and '60s.

The hopes of these few publishers are now the dreams of many and have taken shape as the newspaper industry's "Future of Advertising" project. The project, based on the work of 11 task forces made up of top industry executives, is intended to develop ideas and policies to help the newspaper business compete in the 1990s and beyond.

Under the over-all stewardship of Harold Andersen, president of the *Omaha* (Neb.) *World Herald*, and the board of directors of the Newspaper Advertising Bureau, New York, the year-old project is looking at virtually every aspect of the way newspapers do business with their advertisers. Among the areas being considered by the task forces are:

• **Readership and circulation.** This committee, chaired by Reg Murphy, president and publisher of the *Baltimore Sun*, is about to publish a manual written by Burl Osborn, editor of the *Dallas Morning News*, called "Readers: How to Gain and Maintain Them." The manual, intended for use by publishers and senior newspaper executives, will focus on readership strategy, research, market definition, positioning, packaging, distribution, advertising and pricing.

• **Reproduction.** Headed by Walter Mattson, president of the *New York Times*, this committee already has achieved its first goal: The publication of the "Guide to Quality Newspaper Reproduction," a 55-page book designed to help agencies, advertisers and newspapers prepare materials that will yield the highest quality reproduction. This task force also is looking at establishing a quality evaluation service for newspapers under the auspices of the American Newspaper Publishers Assn. It's also working with Gannett Co. staffers on the design of a production quality checklist that will help newspapers achieve the best quality production from existing equipment.

• **Standardization.** Headed by Joe D. Smith, publisher of the *Alexandria* (La.) *Daily Town Talk*, this group also has achieved one of its major goals: The development and implementation of a standard invoice for advertising. Since its unveiling at the ANPA's April meeting in San Francisco, the invoice has been endorsed by the Institute of Newspaper Financial Executives and seems headed toward acceptance throughout the industry. The task force also is monitoring this fall's expected startup of AD/SAT, the computerized system for single-point quality transmission of newspaper advertising materials. In the long term, this task force is working on standard contracts, a standard format for tv guides, and extending the standard advertising unit system to classified pages.

• **Pricing and positioning.** Headed by Jerome Tilis, president and publisher of the *Detroit Free Press*, this task force is charged with looking at how newspapers, as an industry, price themselves and how they run advertising. The committee already has asked a representative sampling of newspaper publishers, ad directors and editors to evaluate 12 new advertising positions, ranging from island display to the sponsored page concept, that are contained in an experimental newspaper produced by the *Hartford* (Conn.) *Courant*. This group also is charged with finding the answer to persistent complaints from national advertisers, which believe they are discriminated against through the local-national rate differential.

Other task forces are looking at how the newspaper business can better promote itself; how it can attract and hold better salespeople; what can be done to make classified advertising more useful to a larger number of advertisers, and what can be done to standardize retail readership research reports.

The "Future of Advertising" project represents the largest effort at self-criticism and self-improvement ever undertaken by the newspaper industry. In the view of many both inside and outside the newspaper business, it just might work.

—*William F. Gloede*

Underdogs score with sports packages

By Leslie Gilbert

In the nation's most competitive newspaper towns, the primary battlefield often is the playing field.

Sports holds fast as the second most-read section in most major daily newspapers. Papers that are No. 2 in their markets frequently try to capitalize on their readers' passion for sports with expanded and often expensive coverage.

For newspapers as well as their advertisers, sports sections can deliver a loyal audience, one whose passion for detail sometimes is shocking. "We print pages and pages of stats every day, and the readers *really* pay attention to them," says Michael Marks, promotion director at the Tribune Co.'s *New York Daily News*. "Readers will call us if there is a misprint on even the most obscure statistic."

But even this attractive audience needs courting. Newspapers must entice readers and keep them coming back for more. It's especially tough for the underdog.

"You can't put out a paper in this town without an awe-inspiring sports section," says Peter Drumsta, former sports editor for News Corp.'s *Boston Herald*. Boston fans take their sports seriously, and the *Boston Globe* is considered by many to publish the best sports section in the country. How can a No. 2 paper hope to compete?

Free-lance writer Leslie Gilbert is a former assistant editor with the National Hockey League's Goal *magazine.*

"We try to offer every single thing that we can to everyone interested in sports within the limitations of time, space and dollars," Mr. Drumsta says.

> ***"Sports is really the heart of our readership."***
> **Dave Smith**
> ***Dallas Morning News***

What sounds like a scattershot approach is actually more targeted and enhanced in two weekly magazine-format pullout sections.

"Sports Friday," created to compete with the *Globe's* coverage of participant sports, contains extensive coverage of weekend and recreational activities. The section includes a weekend tv schedule and a Jim Baker column devoted to sports broadcasting.

The highlight of the *Herald's* other magazine, "Sports Monday," is the "Sportrait," an off-the-field personality profile of a Boston athlete. "We might go to [Celtic] Robert Parish's home and interview him there—find out what he does in his spare time, what he likes to eat, what his favorite movies are," Mr. Drumsta says. "This Hollywoodish kind of editorial gets Mrs. Sports Fan interested in reading the sports section."

If sports sections were flowers, and the *Herald's* coverage a gigantic hothouse bouquet—with something for everyone—the *New York Times* used long-stemmed roses to woo its 1,625,649 Sunday readers. It didn't work.

A twice-a-year, glossy color supplement to the *Times* Sunday magazine section was terminated after just two 1985 installments, in January and June. The *Times* editorial and ad departments both cite lack of timeliness as the magazine's downfall; the staff was working with a six-month editorial lead time. With no way to predict who the news makers would be so far in advance of the seasons, the *Times* was forced to fall back on the perennial big names: Martina Navratilova, Eric Dickerson, Wayne Gretzky.

While the graphics were slick

Little Rock, Arkansas
A market profile.

		Little Rock Metro	% Gazette Coverage Daily	Sunday
TOTAL ADULTS		350,200	41%	53%
SEX	Male	163,700	41	55
	Female	186,600	40	51
AGE	18-24	56,700	36	51
	25-34	92,300	40	53
	35-44	67,600	38	47
	45-54	43,700	42	57
	55-64	40,700	46	62
	65 & Over	49,300	45	52
HOUSEHOLD INCOME	$20,000-$24,999	49,600	40	54
	$25,000-$34,999	76,600	39	58
	$35,000 & Over	84,200	58	66
	$50,000 & Over	39,800	63	68
EDUCATION	High School Graduate	130,200	37	48
	Part College	76,200	49	62
	College Graduate	48,500	64	73
MARITAL STATUS	Married	225,800	43	54
	Single	56,100	41	59
	Other	68,400	33	45
OCCUPATION	White Collar	145,600	51	61
	Blue Collar	61,700	27	45
	Other Employed	25,200	38	50
RACE	White	286,400	40	53
	Non-White	63,900	42	54
TENURE	Own	240,800	42	55
	Rent	109,500	37	49
TYPE OF DWELLING	Single Family Unit	257,500	42	55
	Multi Family Unit	46,800	44	53

Source: Simmons-Scarborough 1985 Newspaper Ratings Study
Copyright Simmons-Scarborough 1985 • All rights reserved

Make the right choice in Arkansas. Choose the Arkansas Gazette.

Arkansas Gazette
P.O. Box 1821, Little Rock, AR 72203
501-371-8994
Represented Nationally by Sawyer-Ferguson-Walker

Personality business

(Continued from Page S-31)

the news," Mr. Kupcinet says. "But sometimes things pop up on tv before I can break them. Even [Walter] Winchell would never have been as big as he was if tv had been around in his day."

Like other columnists today, Mr. Kupcinet says he verifies all items before they see print. "Columnists used to be lax; now they're more professional," he says.

Nevertheless, like many of his colleagues, Mr. Kupcinet has been sued a number of times, but says he's never lost. A typical lawsuit was one in which a husband sued him in a divorce case, claiming a newspaper item contributed to the marital breakup.

But some of reporters' best scoops never make it onto page. "You hear an incredible amount of great stuff, but you can't print it," says Jeannie Williams, Washington-based People Page editor for *USA Today's* "Life" section.

"We rarely will take a story if there's an unnamed source .... Readers are more sophisticated since Watergate. They want truth," she says.

USA Today, the nation's third largest newspaper with a circulation of 1,168,222, devotes an entire daily page to people reporting. "There's a never-ending fascination for famous people," Ms. Williams says. "My page is supposed to be a fun read."

Because of the paper's widespread readership, only celebrities who are household names qualify for *USA Today* coverage. Pursuing personalities who are "cultural points of reference" has led to the recent addition of book excerpts on the People Page. Ms. Williams also says she "feeds off" tv's morning shows and Telerep-syndicated "Entertainment Tonight," which, in turn, feed off her.

Items about tv personalities, meanwhile, are a mainstay for Ms. Williams. "Tv is one of the few vehicles that ties people together," she says.

But according to Herb Caen, of the *San Francisco Chronicle*, who this year celebrates 50 years as a daily columnist, the salient ingredient in a successful personality column is jumping quickly from item to item so no one gets bored. "It's the Winchell theory," he says. "I give them a one-liner, a joke, something to talk about at lunch.

"Once you become a habit, you're in, and I've been around so long, I'm part of people's breakfast habits." He says he plans to continue his first-person column "until I fall face

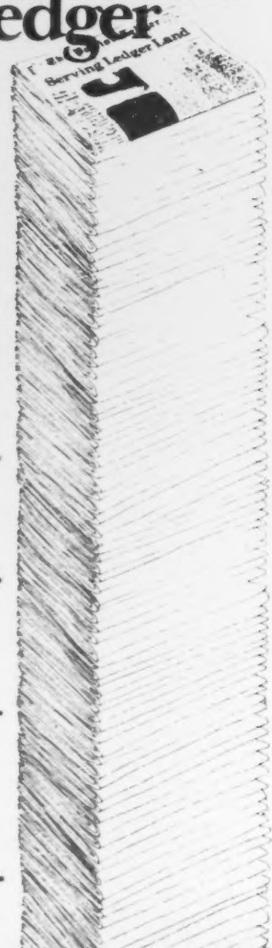
The Patriot Ledger

Our numbers mean business in the Boston market

number 1
in retail advertising among Mass. daily newspapers

number 1
in circulation among Mass. evening dailies 90,865

number 1
in classified advertising among N.E. evening dailies



The Patriot Ledger
Serving the communities south of Boston
13 Temple St., Quincy, MA 02169
(617) 786-7000

Represented nationally by Landon Associates
ABC Newspaper Publisher's Statement: 3-31-86
N.E. Newspaper Assn. Linage Report: 12-31-85

and the writing top-notch—including Nora Ephron, Alistair Cooke and Mordecai Richler on its author list—the magazine could not offer fresh subject matter and it did not sell to advertisers.

But in a continuing effort to lift its section out of the doldrums that seem to plague it, the *Times* has bolstered this year's lineup with a series of pullout sections that supplement its "SportsMonday" roundup. "The pullouts are the product of a mutual desire of the advertising and editorial departments to develop a vehicle for special treatment of sporting events," says Joe Vecchione, sports editor. Subjects include the Super Bowl, professional basketball and hockey's All-Star Games, Major League Baseball's season opener, the Breeders' Cup, U.S. Open tennis and U.S. Open golf.

"The editorial is primarily service material for the readers—who to watch, what to watch, a preview of the field of competitors," Mr. Vecchione says. In the case of the U.S. Open in golf and tennis, both of which are held in the New York area this year, local interest material also might be used.

Five pullouts already have appeared this year, and according to Erich Linker, vp-advertising, response has been good. "We want to do more with sports packages," Mr. Linker says. "The fact that we run the section nationally gives us a selling advantage when we approach major advertisers who don't necessarily use newspapers but are interested in sports packages. The pullout sections let us offer them a 10-event package."

The *Daily News*, with the

(Continued on Page S-34)

The *Dallas Morning News'* "Football '85" preview section incorporating news on college, high school and professional competition, ran 88 broadsheet pages.

down into the typewriter with my nose into the 'I' key."

The changes in celebrity people columns have been paralleled in society columns, which today are less interested in what kind of finger sandwiches Mrs. Gotrocks served for tea than they are in how much money she raised for local charities. Jody Jacobs, who recently retired from 14 years of covering high society for the *Los Angeles Times* to write a novel about high society, says about half her stories pertained to fund raising.

"These people are the real movers today," Ms. Jacobs says. "Women are raising millions of dollars for good causes."

Even upscale Los Angeles department stores have gotten in on society's latest act, Ms. Jacobs says. "There's a trend toward holding big fund-raising parties in stores," she says.

For these retailers as well as other advertisers, society pages offer prime access to the female consumer, says Pat Fierro, ad director of Robinson's department stores in Los Angeles. Robinson's runs all its *Los Angeles Times* ads in the "View" section, where it has been joined by other local department stores, Ms. Fierro says.

The *Los Angeles Times*, which features Hollywood news every day, refuses to give short shrift to society news. No fewer than four society writers were on the staff before Ms. Jacobs retired—"more than the *New York Times*," boasts Jean Sharley Taylor, associate *Los Angeles Times* editor, whose "View" section covers the social scene.

Pat Steeger, who for 13 years has written "Social Scene" for the San Francisco *Chronicle*, says society columns often function as guides on what to buy, where to go and what to eat.

"This is the time in some ways of living vicariously," she says. "People want to go places they know these people are frequenting. These are the people who supposedly have all the money

A computer marketer calculates the advantages of 4-color newspaper ads.
Our industry has learned important lessons about the value of dramatic, attention-getting advertising. And if you ask me, the impact and productivity of full color newspaper ads will bring great rewards to the computer marketers that exploit those strengths.
One newspaper's strengths stand out in particular. The Record, covering northern New Jersey just west of New York City, delivers to well educated, high income consumers — in a market that has a high concentration of retail computer outlets and commercial computer dealers. In fact, more than 24% of the adults in Bergen/Passaic counties own or shopped for a personal computer in the last year.
And The Record reaches this market with a very low cost per thousand for full color ads.
You can't beat The Record's color quality, or the award-winning editorial environment. That's the kind of advantage that adds drama and impact to your message.
With the continued intense competition in the computer industry, we need all the advantages we can get. Let's contact The Record's national sales manager, Chuck Hayes, at 201-646-4257 and ask him to put together a package that will really hit our target audience where they live!
The Record
We cover your world. All of it.
150 River Street, Hackensack, NJ 07601
1350 Route 23, Wayne, NJ 07470
National Representative: Sawyer-Ferguson-Walker Company

Underdogs score in sports

(Continued from Page S-33)

largest circulation in the New York area at 1,275,268, thinks of its entire sports section as a package.

Statistics and horse racing charts make up a large portion of the sports section. But according to sports editor Vic Ziegel, the editorial focus is on "the big stories that people want to read. If there's a big event in New York, we'll be all over it."

The latest addition to the mix is Howard Cosell, who writes a twice-a-week column.

"Howard Cosell gets fans excited," Mr. Ziegel says. "People want to know what's on his mind." Mr. Cosell is also a highly visible personality, and his *Daily News* debut in April was heralded by tv and radio spots.

But both Mr. Ziegel and promotion director Michael Marks agree that one fine columnist does not a sports section make. Mr. Marks cites the case of Dick Young, an outspoken columnist who left the *Daily News* in February, 1982, to join the staff of its major competitor, the *New York Post*—with little effect on the sales of either paper.

"We have advertisers, like Goodyear Tire, who run 52 weeks a year because of who we are," Mr. Marks says. "They are buying the audience we deliver, and we get those numbers with a sports package that is salable to the consumer. Columnists are only part of the package."

The *Dallas Morning News* might not agree. Part of its sports section rehabilitation included luring columnist Blackie Sherrod from the rival *Times Herald* and then promoting the move. Executive sports editor Dave Smith says bringing Mr. Sherrod over to the *Morning News* in January, 1985, added credibility to the section.

"The things that cause an increase in readership are quality and consistency," Mr. Smith says. "The reader has to know what to expect from his sports section."

In 1981, the *Morning News* had just passed its competitor, the *Times Herald*, in circulation. The *Morning News* led the race by about 41,000 copies daily and 25,000 on Sunday.

At that time, the *Morning News* realized sports would be a prime battleground for the papers. "Five years ago," says Harold Gaar, vp-marketing, "we were perceived as the No. 2 sports paper in Dallas. Research showed us that, in Dallas, sports is the most popular reader interest item."

To that end, the paper made an extended commitment to sports and to promoting that commitment. This included adding 10 sports staffers and doubling the section size overnight. "It was a hell of a commitment," Mr. Smith says. "People at other papers said, 'That can't last. You'll be cutting back again soon.' That was five years ago and we've added since then."

The commitment also includes the *Morning News* appearing as a strong advertising presence at sporting events and what Mr. Gaar calls "adopting a logical approach to serving your market."

When Mr. Smith moved to the *Morning News* in 1981, after an eight-year tenure as sports editor at the *Boston Globe* and two years trying to revive the sports section of the now-defunct *Washington Star*, he left the section alone for six months while he learned about the Dallas market.

Football is a predictable passion in Dallas. "A market research study we commissioned told us that we could call our paper 'The Dallas Cowboy News' and it would be very successful," Mr. Smith says.

Reflecting that passion, the *Morning News'* "Football '85" preview section ran 88 broadsheet pages—probably the largest special sports section in the country—encompassing professional, college and high school teams, with spotlights on Dallas athletes, predictions for the season, an overview of tv coverage and series of large full-color portraits. The special section ran on a Thursday, normally a slow sports day, and was folded into the regular sports slot.

Mr. Smith's experience at the *Globe* and with a special "Cowboy Extra" pullout in Dallas leads him to believe that tabloid pullouts are generally undesirable. "In both cases, the advertisers didn't want in on the special tabloid sections," he says. "They wanted to advertise in the sports section." He believes the section should appear as one cohesive unit.

"We run special features during the week—high schools on Tuesday, colleges on Wednesday, and so on—but they are always part of the whole sports section. My feeling is, we have to do everything every day," Mr. Smith says.

Bill Dwyer, sports editor of the *Los Angeles Times*, says, "Dave Smith is perhaps the only sports editor in the country who can come into a situation and really make a difference." Dan McGrath, executive sports editor of the *San Francisco Chronicle*, agrees. "I think he has shown the newspaper industry that sports does sell newspapers."

Today, the *Morning News'* circulation lead over the *Times Herald* has grown to about 145,000 daily and 174,000 on Sunday.

Sports has played a major role in the paper's success, Mr. Smith says. "I think if you talk to some of the premier newspaper editors in the country, any of them would tell you that, as much as some of them hate to say it, sports is the key.

"Readers will turn to the A section first," he says, "but sports is really the heart of our readership."

Sports editors' choice

	Total points earned	
1.	*Los Angeles Times*	36
2.	*Boston Globe*	34
3.	*Dallas Morning News*	25½
4.	*Philadelphia Daily News*	9
5.	*USA Today*	7½
6.	*Washington Post*	6
	Newsday	6
8.	*New York Post*	4
9.	*Boston Herald*	3
10.	*New York Times*	2
	Miami Herald	2
12.	*Atlanta Constitution*	1
	Newark Star-Ledger	1

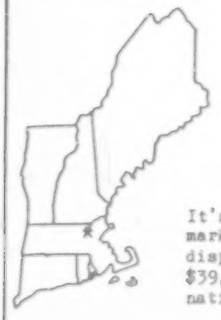
ADVERTISING AGE asked sports editors of the nation's 25 largest newspapers to rank the "three best over-all sports sections" among U.S. dailies. Despite common complaints that the task was impossible—*Newsday's* Richard Sandler said, "My sense is that in the top 10 there isn't a lot of difference"—the opinion poll revealed a clear consensus.

Of 68 total votes (one editor declined to participate, one could not be reached and one voted for only two papers), only 13 papers were mentioned. Papers were assigned three points for a first-place vote, two for second and one for third.

The *Los Angeles Times* received the most points (36) and the most mentions (16). Editors generally praised the *Los Angeles Times* for its comprehensiveness and its treatment of special issues. Several remain impressed by the Times Mirror Co. paper's coverage of the 1984 Summer Olympics.

Affiliated Publications' *Boston Globe's* writing was mentioned often as its most valuable asset. "The *Boston Globe* has some terrific writers who write with authority," said Dave Robinson of the *Detroit Free Press*. "Its beat writers know what they're talking about."

Many editors seemed envious of the space A.H. Belo Corp.'s *Morning News* devotes to sports. Lee Gordon of the Cleveland *Plain Dealer* called it "perhaps the most comprehensive section in the country," adding that it offers "solid writing, all the facts and statistics, and good use of graphics and photos."



Lowell, Mass.

It's one of the hottest metro markets in New England with a disposable income per household of $39,097, ranking it 24th in the nation and #1 in Massachusetts.*

And they are spending it like crazy everywhere, including Boston, New Hampshire, New York, Europe, Canada and, -yes, Florida.

Their daily newspaper of choice, -by far, is The Lowell Sun with a household coverage of almost 70%.

Reach them regularly through us and watch your sales soar.

THE SUN

15 Kearney Square, Lowell, Massachusetts 01852
Phone (617) 458-7100

*-Editor & Publisher, 1986 Market Guide, p.I-30.

A Tale of Two Cities

In either the best or worst of economic times, it doesn't make sense to buy newspapers that can't effectively reach the whole Seattle-Tacoma CMSA. Though Tacoma is but a mere 35 miles south of Seattle, it is a market largely unreached by Seattle newspapers.

If you want to reach the entire metro area, add The Tacoma News Tribune to your advertising schedule. You'll reach 236,400 adults every day.

Reach the Tacoma portion of this market with a Tacoma newspaper. In terms of gaining results, it would be a far, far better thing to do.

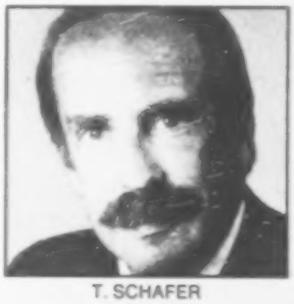
For more information, contact Doug Harris at 206-597-8757 or talk to a Sawyer Thompson-Walker representative.

The Tacoma News Tribune

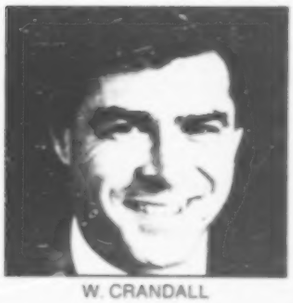
P.O. BOX 11000 TACOMA, WASHINGTON 98411

Street Talk

Although the proposed merger with Saatchi & Saatchi has cost Ted Bates Worldwide nearly 10% of its billings, the Saatchis say they won't renegotiate the purchase price. If you were buying Bates, would you renegotiate the price?


T. SCHAFER

Tom Schafer, senior partner-account management, Tatham-Laird & Kudner, Chicago: It is my understanding that all negotiations of this nature are based on future earnings potential for ultimate return on stockholder investment. Other important considerations are vitality of the organization, strength of management, client security and conflicts. With this in mind, the upfront price would not be renegotiable. However, there could be other means of returning stockholder investment.


W. CRANDALL

William Crandall, senior vp-general manager, Earle Palmer Brown Cos., Newark, N.J.: If I had agreed upfront to accept a 10% loss in client billing, what choice would I have but to close the deal? Anything else would confirm all that clients have been saying recently about the disloyal, self-serving nature of ad agencies and their chief executives. I would close the deal just to distinguish my agency from the U.S. competition. At Bates, they call it a USP (unique selling proposition).

C. SCHNEIDER

Cy Schneider, chairman, Bozell, Jacobs, Kenyon & Eckhardt/Pacific, Los Angeles: No. I've lived through a couple of these. In my experience, I've learned that in merger situations both parties take calculated risks on the consequences of the merger. Educated guesses on the reactions of clients must be made. Sometimes there are surprises no one could have predicted. It's part of the risk that goes with the game.

W. BORTREE

William Bortree, exec vp, Kane, Bortree & Associates, New York: Absolutely. They are damaged merchandise. I thought it was a generous deal to begin with. Now it looks like it's turning out to be foolhardy.

S. MORELOCK

Stephen Morelock, president, Saunders, Lubinski & White, Dallas: No. They (the Saatchis) had to anticipate those possibilities when they made the deal. I don't know what they thought they might lose or what the risks were, but as businessmen it was their responsibility to assess those risks beforehand. Everyone shook hands, knowing what the risks were. The losses may be greater than expected—but now everybody has to live with the decision. Can you imagine going back on a deal like that in Texas?

Want to be part of this weekly feature? You can enhance your chances by sending a clear, recent—and expendable—photo plus your company, title and phone number to: Street Talk, Advertising Age, 220 E. 42nd St., New York 10017. If AA then solicits your comments about an advertising topic, your photo will accompany your quote.

Detergent leaders seesaw

By LAURIE FREEMAN

Liquid Tide's reign as the leading liquid detergent has turned out to be short-lived.

Lever Bros.' Wisk heavy-duty liquid laundry detergent proved its staying power as the No. 1 liquid detergent in the $1 billion liquid segment, pushing Procter & Gamble's Liquid Tide back to second place.

In the latest two-month A.C. Nielsen Co. reporting period, ended May 23, Wisk's market share totaled 7.6%, compared with Liquid Tide's 6.1%.

Liquid Tide earlier had held a 7% share to Wisk's 6.8% (AA, May 19). Composite shares for the January-to-May period show Wisk with a 7.2% share, Liquid Tide with 6.3%.

Detergent industry sources believe the composite shares give a more accurate reading of how well the products are performing in the very competitive category.

"Depending on the amount of promotional spending and trade allowances, the two brands yo-yo almost every month," said a midwestern detergent buyer.

In the $3 billion category, long characterized by heavy promotional spending, the Liquid Tide-Wisk battle continues to set new spending standards. Industry sources say both Cincinnati-based P&G and New York-based Lever are backing their respective liquids with more than $30 million each in continuing advertising and promotional efforts.

"Both companies know they can buy market share if they continue to spend like crazy like they have been, but no one is making money at that peak spending level," said one industry insider.

Sources close to Lever say the latest flip-flop in share position is a result of the company's Barbara Mandrell sweepstakes for Wisk, in which winners received an all-expenses-paid trip to Hollywood to see the country singer in concert. Lever also has been putting 25¢-off Wisk coupons in Sunday free-standing newspaper supplements.

"Lever has adopted a marketing philosophy similar to P&G's for Liquid Tide, that market share is important and they're willing to take a short-term earnings hit for as long as needed to maintain progress," said Jay Freedman, household products analyst with Kidder, Peabody in New York. "Wisk is a significant part of Lever's profits in the U.S., and as much as they'd like to be even more profitable, they're willing to spend coupon-to-coupon and trade allowance-to-trade allowance [with P&G] to maintain Wisk's position."

BBDO, New York, handles Wisk; Saatchi & Saatchi Compton, New York, is the agency of record for Tide.#

Pitch for Shout adds twist

By LAURIE FREEMAN

It's no coincidence that the toddler shown in S.C. Johnson & Son's new campaign for Shout prewash is wearing overalls from OshKosh B'Gosh.

A recently signed agreement between Racine, Wis.-based Johnson and Oshkosh, Wis.-based OshKosh B'Gosh calls for Johnson to use models dressed in OshKosh apparel in this and future campaigns.

But the apparel agreement isn't the only difference between this and past Shout advertising. Johnson believes this campaign—from Foote, Cone & Belding, Chicago—finally breaks out of the product-demonstration mold traditionally seen by advertisers in the $190 million prewash soil-and-stain-remover category.

The 30-second tv spot—the first new creative produced for Shout in two years—couples the Isley Brothers' 1959 hit, "Shout," with the product's past theme line, "Want a tough stain out? Shout it out!"

But standard product-demonstration shots are interspersed with a fast-paced series of scenes showing a tap dancer, soccer players, cheerleaders and waitresses—all dressed in stain-free clothing.

"We've been looking for a way to express more than just the product benefit, more than the fact that it removes stains. We want Shout to be associated with keeping the family looking good," said Shout product manager Patrick O'Brien.

Johnson also hopes to set Shout advertising apart from the more traditional styles employed by competitors, such as Greenville, S.C.-based Texize (Spray 'n Wash) and Oakland, Cal.-based Clorox Co.'s Clorox Prewash.

The FCB creative staffers who worked on the campaign are group creative director Bobby Phillips; senior copywriter Jim Hansen; art director Jim Fansler, and vp-exec producer Bob Jackson.#

Chrysler retiring Ricardo

Detroit—Chrysler Corp. is shifting Chrysler's brand image to sportiness and performance from sophistication, a strategy change that last week brought down the curtain on actor Ricardo Montalban's 13-year run as brand spokesman.

Chrysler brand advertising in the 1987 model year will focus on "the driving experience" of models such as the restyled LeBaron coupe.

The car gets a sportier look as Chrysler aims it at the midsize specialty segment now dominated by the Oldsmobile Cutlass Supreme, Ford Thunderbird and Mercury Cougar.

Mr. Montalban appeared in ads for the upscale New Yorker, LeBaron and Fifth Avenue Chrysler models.

Mr. Montalban, whose praise for Chrysler's "fine Corinthian leather" became a "household cliche," was philosophic. In a statement, he said, "In a world where spokesmanship longevity of the kind I had with Chrysler is almost unheard of, I feel only a sense of gratitude."

Chrysler may use Mr. Montalban again in future ads, a Chrysler spokesman said.

But no contractual arrangements have been made, added a spokesman for Brokaw Co., the Los Angeles-based pr agency for Mr. Montalban.

Bozell, Jacobs, Kenyon & Eckhardt, Birmingham, Mich., handles Chrysler and Plymouth brands and Chrysler corporate advertising.#

Consumer chart corrected

The chart accompanying the Consumer Watch column (AA, July 21, P. 33) was incorrect, reversing the buying intentions of those over 40 and under 40. As the corrected chart below indicates, there is more potential demand among younger households.

WHERE THE POTENTIAL SPENDERS ARE

Consumers under age 40 compared with those over 40

	Total	Under 40	Over 40
Income increased past year	57%	69%	45%
Expect higher income next year	54	68	41
Expect to keep up with inflation	38	49	28
Better off financially than last year	43	55	33
Easier to pay bills than last year	40	48	33
Expect it to be easier next year	51	63	39
Expect to increase debts next year	21	28	14
Now's time to buy major items	64	70	59
Have major purchase to make now	28	39	17
Thinking of borrowing for purchase	36	49	24
Thinking of buying ... New car	17	20	13
Used car	19	25	13
Housing	17	26	9
Furniture	26	35	18
Major appliance	14	19	10
Carpeting	14	16	11
Color television	10	13	8
Air travel	32	32	31
Hotel/motel stay	43	45	41

Source: Leo J. Shapiro & Associates.
Base equal to 1,352 telephone interviews, national polls, April/May/June 1986.

KEEP YOUR AD MATERIAL
UP FRONT
WHERE IT COUNTS

Any size holder. Any type or size multi-pocket display rack
(213) 876-1770
Call TOLL FREE Outside California 1 (800) 421-4393
BEEMAK PLASTICS
7424 Santa Monica Blvd. Los Angeles, Ca. 90046

Century 21 becomes publishing house

Home seller aims book at new buyers

By BRIAN LOWRY

IRVINE, CAL.—Century 21 International has created an advertising-driven magazine as a tool to increase repeat business. It also joins other companies in making its client base available to other advertisers.

The nation's largest real estate broker this month began distributing the 170-page *Complete Home Guide* to its broker network. More than 620,000 home buyers will get the magazine over the next 12 months—a group 20 times more likely than the norm to purchase certain household items, Century 21 officials say.

Century 21 conceived the magazine as a way to maintain a link between broker and client, since the return rate in the real estate industry is only about 20%.

"There's no reason why someone in the industry can't increase repeat business a full 10% from what it is through aggressive marketing," said Century 21 senior vp-advertising and marketing Bruce Oseland.

Controlled Publishing & Marketing, Santa Monica, which produces the guide, convinced the company to turn the publication into an advertising vehicle.

Because the publication reaches only home buyers through individual Century 21 brokers, the company considers it a direct-marketing tool, as opposed to competing with publications such as *House Beautiful*.

Century 21 will update the magazine three times during its first year to allow in new advertisers. While eschewing sales goals, Mr. Oseland noted even a 3% increase in repeat or referral business would "mean millions of dollars" in the $16 billion residential real estate market.

Advertisers in the category-exclusive publication, which contains various home improvement tips, include First Interstate Bancorp, MCI Communications, U-Haul International and Magic Chef.

B&w or color pages in *Complete Home Guide* are identically priced at $75,000. That rate includes a yearlong run in *Complete Home Guide* plus six appearances in the every-other-monthly *21*, another magazine published by Century 21.

Century 21 based the ad rate on the propensity of home owners to buy.

Data cited in *USA Today* showed new owners spend more than $6,000 in refurbishing during the first year they own their homes. This represents a potential $3.6 billion market generated by Century 21 clients.

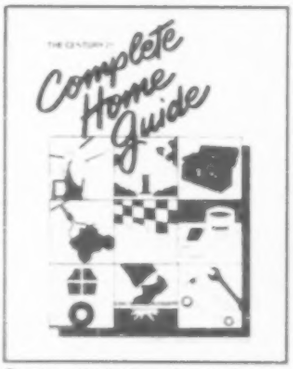
The program grew out of Century 21's Preferred Client Club, which currently mails *21* to 180,000 consumers.

The company hopes to bring that figure near 1 million by the end of next year.

Although other real estate companies send mailings to new clients, none has the client base for this sort of publication, Mr. Oseland contended. "The key figure is 620,000 [transactions]," he said. "It's not something a Red Carpet or Coldwell, Banker is going to want to duplicate."

The real estate market has been depressed recently due to uncertainty about President Reagan's tax reform package. Provisions in the legislation, if approved, would restrict home mortgage interest deductions to the house one lives in, excluding investment properties.

That kind of reform would dramatically limit home ownership for investment purposes, industry sources say.



Century 21 International, the nation's largest real estate broker, this month began distributing the 170-page *Complete Home Guide* to its broker network.

"The marketplace is really on hold until this thing passes," according to Mr. Oseland.

Anticipating that the tax package will pass before Labor Day, Century 21 will work up-to-date tax reform information into its annual Investor's Days, a weeklong series of seminars starting Oct. 6.

The event will get print, radio and network and spot tv support, via McCann-Erickson, New York.

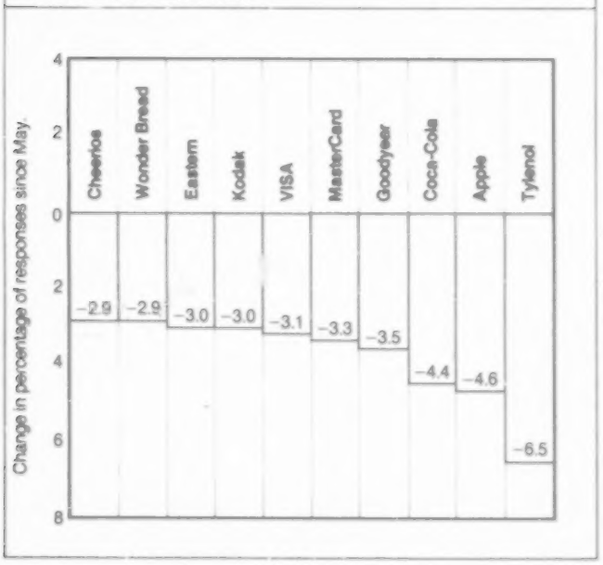
Century 21 has an 11.4% share of the residential properties market, followed by Coldwell, Banker Real Estate Group, Los Angeles; ERA Real Estate, Shawnee Mission, Kan., and Red Carpet Corp. of America, Oklahoma City.

DuBARRY-FIFTH AVENUE
Manufacturer of Jewelry
Premium Programs
Toll FREE 1-800-222-1233
in Florida 305/475-2700
Supplier to American Home Products

FOODLETTER
A NEWSLETTER TO THE FOOD/BEVERAGE INDUSTRY
OUR THIRD BIRTHDAY
THREE MONTHS FREE TRIAL
WRITE:
DOREEN HIGGINS, EDITOR
FOODLETTER
PO. BOX 204
MAHWAH, NJ 07430

June winners and losers

Question: Of all the advertising for (product category) you have seen, heard or read in the past 30 days, which ad first comes to mind? Note: A change of plus or minus 2.8 percentage points is statistically significant. *Source: SRI Research Center Inc., Lincoln, Neb.*



adWatch

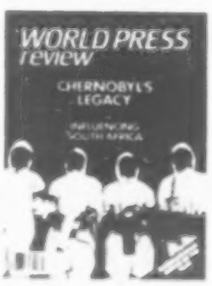
(Continued from Page 4)

Electric (7%); Sony (2.9%); Black & Decker (2.7%).

- **Financial:** E.F. Hutton (4.9%); Merrill Lynch (4.3%); Sears (3.6%).
- **Fast-food:** McDonald's (44.2%); Burger King (13.2%); Wendy's (7.3%).
- **Frozen food:** Bird's Eye (9.4%); Green Giant (3.4%); Swanson (3.2%).
- **Laundry products:** Tide (28.2%); All (3.3%); Surf (3.3%).
- **Liquor:** Seagram's (3.9%); Jack Daniel's (3.3%); Bacardi (1.5%).
- **Medicine & drugs:** Tylenol (25.2%); Bayer (5.7%); Advil (5.7%). Tylenol's ad recall score dropped another 6.5 points.
- **Overnight mail:** Federal Express (32.5%); UPS (9.8%); U.S. Express Mail (4.8%).
- **Pet foods:** Purina (10%); Alpo (8.9%); Puppy Chow (4.1%).
- **Soap & shampoo:** Ivory (12.1%); Dial (5.8%); Head & Shoulders (5.7%).
- **Soft drinks:** Coke (32%); Pepsi (29.7%); Slice (3.2%).
- **Tea:** Lipton (40.9%); Nestea (5%); Tetley (3.8%).
- **Automobile tires:** Goodyear (19.8%, down 3.5 points); Michelin (16.5%); Firestone (6.8%).
- **Tobacco:** Marlboro (8.1%); Skoal (4.7%); Winston (3.5%).
- **Wine:** Gallo (9.3%); Bartles & Jaymes (6.5%); Riunite (6.4%).

For additional information or data, contact Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

visibility



At WORLD PRESS REVIEW, documented strong readership translates into heavy advertising visibility for you! Subscribers spend an average of 1.4 hours reading WORLD PRESS REVIEW cover-to-cover. Readers refer to WORLD PRESS REVIEW 3.6 times each month, delivering multiple advertising exposures. Source: Simmons Research, 1986.

WORLD PRESS review
230 Park Avenue, New York, NY 10169
(212) 697-6362

a a

Which "a" would you rather use in your ad? Chances are the one on the right may be the quality typography you're buying from most New York typesetters. They're using modern digital equipment. Note the stepping on the rounded part of the character. At Design Typographers we use state-of-the-art laser systems to achieve the ultimate in type quality. We'll give you the "a" on the left. Call us at 947-2299. To keep your cost down, we don't have any salesmen. Ask for Howard Kirschner, a typographer who has been in the trade for nearly 30 years. We're conveniently located near Herald Square at 1220 Broadway. Besides quality, we offer super-rush service. Your ad copy could be picked up and repros returned to you within three hours. Faster if you send your copy over our Telefax line or call it in. At Design Typographers you will deal with folks who care deeply about quality typography. Your ad can be set to your spec's or fit to your layout.

DESIGN TYPOGRAPHERS
HUNDREDS OF TYPE STYLES
1220 BROADWAY SUITE 603 NEW YORK, NY 10001

DECALS
ALL TYPES & IRON ON
Silk Screen • Litho • 4 Color
Pressure Sensitive • Water Mount
MIDWEST DECALCOMANIA CO.
Manufacturers
1100 W. Washington Chicago, IL 60607
(312) 829-0145

PATRIOTIC PROMOTIONS
Historical Documents
Posters • Money
Statue of Liberty • Constitution
Premiums • Sell-Liquidators
Direct Mail Enclosures
400 Stock Items • Custom Work
Genuine antiqued parchment replicas look and feel centuries old
FREE CATALOG, SAMPLES
HISTORICAL DOCUMENTS CO.
8 N. Preston St., Phila., PA 19104
Ask for Larry (215) 387-8076

Sales promotion comes into its own

By PAUL L. EDWARDS

NEW YORK—Consumer sales promotion has grown steadily in the past 10 years, largely at the expense of traditional media advertising. Along the way, the definition of sales promotion has changed dramatically.

"Six or seven years ago, sales-promotion agencies were still collateral-driven," said Joseph Flanagan, president of Impact, the Chicago-based sales-promotion agency of Foote, Cone & Belding. "We were print-oriented, producing brochures and point-of-sale materials. Little strategic thinking went into what we did."

Today, sales promotion embraces a wide range of activities, many of them an integral part of a company's marketing plan. Frequent-flier programs have enabled airlines to build a base of loyal customers where none existed before. Sweepstakes and contests are a staple for some direct marketers. Rebates and financing plans sweeten the offer for car dealers. Magazines entice new readers with a seemingly limitless string of premiums. And for marketers of package goods, there is an unending flow of freestanding inserts, envelopes stuffed with coupons, game cards and contests.

Even the image of sales promotion has changed. Said Michael Wahl, president, Howard Marlboro Group, part of the Saatchi network since last year: "Sales promotion is no longer a bunch of checkered-suit guys selling colored fountain pens."

Understandably, advertising agencies are concerned that consumer-promotion spending will continue to grow, and it likely will. But just as likely, growth in consumer promotions will cut into trade-promotion spending, leaving media spending alone.

One reason is that large ad agencies are beginning to fight back, either by incorporating sales promotion in their ad programs or by buying sales-promotion agencies. Even more important, however, is the growing use of scanning equipment in retail stores.

The scanner enables manufacturers to get rapid feedback on the results of promotions directed at consumers. Redemption rates for coupons or sales volume can be obtained within days rather than the months it took before scanners. Trade promotions, usually taking the form of discounts to retailers or advertising allowances, are much more difficult to monitor and, for that reason, often result in abuses of the promotion.

Brown & Williamson Tobacco president Thomas Sandefur Jr., who had predicted promotion in the cigaret business might eventually outweigh advertising by a 4-to-1 ratio, more recently has taken a more conservative view.

"It probably won't go that high," he said in an interview with ADVERTISING AGE. "If you are marketing on a discounted basis, if all you do is go out and use stickers that say '$2 off,' you don't build any imagery and your brand becomes known as a discount brand. There's no long-term future in that."

If such a viewpoint holds, that would be welcome news for advertising agencies, which have seen their share of package-goods marketing budgets cut nearly 20% in the past five years.

Sales promotion has grown largely because of its ability to provide an immediate boost in sales. Manufacturers have learned to pump new life, albeit short-lived, into ailing brands by dropping coupons into the mail or an fsi. But some marketers charge, and sales-promotion executives concede, that too much promotion can erode brand loyalty.

In fact, Mr. Wahl said further cuts in advertising would be a serious mistake.

"It bothers me," said Mr. Wahl, "that in today's environment a brand manager can do a good job on sales promotion, but do nothing to build a brand.

"Sales promotion must work with media advertising. It should be used together, and good sales-promotion campaigns should work hand-in-hand with media."

Though Mr. Wahl is sincere and other sales-promotion executives share his view, ad agencies can hardly afford to sit back and relax.

Sales-promotion activity, for one thing, is hardly slowing down. And for another, sales-promotion tactics continue to improve and show many signs of beginning to build brand loyalty and not just short-term sales.

One of sales promotion's traditional techniques—the coupon—continues to grow unfettered by concerns its usefulness may be flagging.

Nearly 180 billion coupons were distributed last year, up 10% compared with 1984. In the past five years, coupon distribution is up 76%. And the number of companies distributing coupons has grown by 50% since 1980.

Yet the redemption rate for coupons is dropping. Over-all, only 3.6% of those coupons were redeemed last year, a 10% decline in redemption from 1981.

Undaunted, publishers of free-standing inserts continue to build their programs, as do packagers of cooperative coupon envelopes. This year, the four publishers of fsis will publish 108 issues. Though rates have declined significantly—from $7.25 to $6.25 per page per thousand distribution—total number of pages is way up.

"Over-all, the industry is doing about 10% to 15% better than last year," said Ken Bortner, president and ceo, Product Movers, New York.

Today, fsis account for nearly 60% of all coupons distributed.

"We have concerns about that at the agency," said Richard Hamilton, senior vp and media director, D'Arcy Masius Benton & Bowles. "When marketing dollars are diverted from advertising to promotion, what suffers in the long term is brand image."

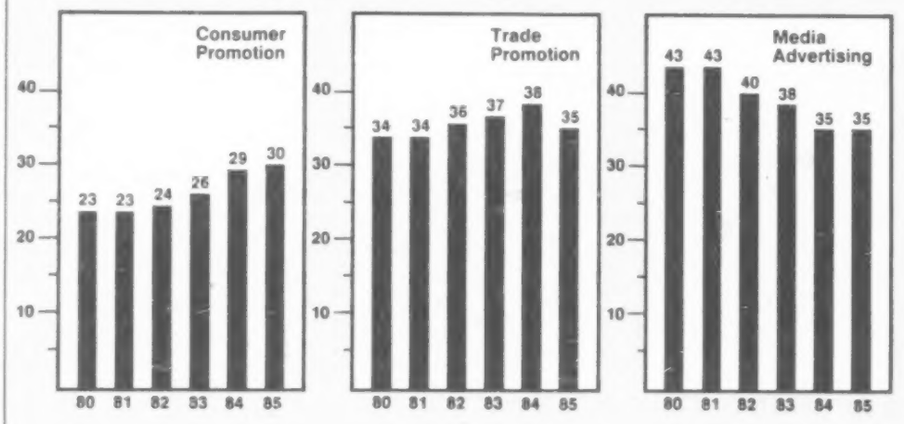
Mr. Hamilton said that DMB&B is studying alternatives such as run-of-paper coupons and direct mail. Beyond that, he said, the agency also is looking at alternatives to coupon promotions, such as sweepstakes and price reductions to the trade. The agency, he said, is seeking a way to participate in the sales-promotion boom.

So are sales-promotion agencies. While the amount of money spent on promotion rivals that of advertising, very little of it passes through agencies. The vast majority of promotions are handled in-house.

Most package-goods couponing, and everything in fsis, is placed in-house; fsis grant no commissions to agencies. The opportunity, and the challenge, for agencies is to demonstrate that they can do the job more creatively and effectively.

PROMOTION'S RISING SHARE OF THE MARKETING DOLLAR

Consumer promotion spending by package-goods companies is on the rise, primarily at the expense of media advertising, as marketers embrace promotion techniques designed to build long-term sales as well as spot sales. Spending on promotion to the retail trade had held relatively steady. Figures below show per cent of total marketing dollars. Figures may not add to 100 due to rounding. *Source: Donnelley Marketing.*



sweep'stakes
Not a do-it-yourself job.
Write for "Problem Prevent Checklist"
J don jagoda associates, inc.
One Underhill Boulevard, Syosset, New York 11791
(516) 496-7300

FOIL STAMPED
PRESENTATION FOLDERS
LOGO
Die cut for business card
That's Right!
Professional Presentation Folders with Your Logo on 12pt. High Gloss Cover Stock & Die Cut for Your Business Card!
EMBOSSED, FOIL STAMPED OR PRINTED!!!
SIZE: 8¾" x 11½" (with (1) 2½" flap)
PRICE:
100/$115 — Add'l 100's $38
Delivered in 7 Working Days!
NOW AVAILABLE:
9" x 12" Folders
in 10 Brilliant Colors with
(2) 3½" Flaps.
Call or write for additional pricing, information and samples.
(714) 937-0455
1321 Pacifico Avenue
Anaheim, CA 92805
ALADDIN LITHO

Give your product away — on network tv game-shows.
It's the ultimate in low-cost mass exposure. We provide a complete service to all network shows. Write for details.
Game-Show Placements, Ltd.
7011 Willoughby Avenue
Hollywood, CA 90038
(213) 874-7818

VALUE-ADDED
VALUE-ADDED
ADVERTISING
It's yours with the Journal of Accountancy.
We're able to guarantee value-added advertising with a heavily involved, CPA-dominated circulation of 280,000. A circulation that grows by some 10,000. Every year.
Your ads in the Journal also add value by consistently reaching and influencing decision makers:
- 93% of our public accounting subscribers are owners, principles or partners of their firms.
- In addition to their internal decision-making clout, these professionals advise and influence between 101 and 200 clients each.
- 65% of our public sector subscribers have the product/service selection power to go with their top management titles.

The Journal adds value to your advertising. Without adding to the size of your budget. In fact, we offer you by far the lowest cost per thousand (CPM) in the accounting field. (To say nothing of the fact that the Journal has the only audited circulation in the field.) And our advertising rates are far below those charged by general business publications.
Need to know more about how to add value to your advertising? Call Dick Flynn COLLECT at (212) 575-6286.
Journal of Accountancy
American Institute of Certified Public Accountants
1211 Avenue of the Americas
New York, NY 10036